

Marketing and Data Intelligence (Jan28) 2026-2027 Academic Calendar

Please note that this calendar is subject to change if deemed necessary

February '26						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March '26						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April '26						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May '26						
Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June '26						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July '26						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August '26						
Mo	Tu	We	Th	Fr	Sa	Su
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September '26						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October '26						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November '26						
Mo	Tu	We	Th	Fr	Sa	Su
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December '26						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January '27						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February '27						
Mo	Tu	We	Th	Fr	Sa	Su
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15	16	17	18	19	20	21
22	23	24	25	26	27	28

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	w	start date	end date
Programme orientation	2	Feb 18, 2026	Mar 3, 2026
BLOCK 1			
Course 1 weeks 1-11: Foundations of Marketing, Data and AI	11	Mar 4, 2026	Apr 28, 2026
Break	1	Apr 29, 2026	May 5, 2026
Course 1 weeks 12-20: Foundations of Marketing, Data and AI	9	May 6, 2026	July 13, 2026
Summer Break	8	Jul 14, 2026	Sep 1, 2026
BLOCK 2			
Course 2 weeks 1-7: Machine Learning	7	Sep 2, 2026	Oct 20, 2026
Break	1	Oct 21, 2026	Oct 27, 2026
Course 2 weeks 8-10: Machine Learning	3	Oct 28, 2026	Nov 12, 2026
Break	1	Nov 13, 2026	Nov 17, 2026
BLOCK 3			
Course 3 weeks 1-5: Marketing Strategy	5	Nov 18, 2026	Dec 22, 2026
Winter break	2	Dec 23, 2026	Jan 5, 2027
Course 3 weeks 6-10: Marketing Strategy	5	Jan 6, 2027	Feb 4, 2027
(2027-2028 Academic Year)		Feb 8, 2027	

Ligher colors = lecture free weeks	
Day of live sessions, Amsterdam time (CET/CEST)	Usually on Wednesdays
Examination days	
Holidays 2025-2026 (marked in red):	
Good Friday	Apr 3, 2026
Easter	Apr 5-6, 2026
Kings day	Apr 27, 2026
Liberation Day	May 5, 2026
Ascension Day	May 14, 2026
Whit Sunday	May 24, 2026
Whit Monday	May 25, 2026
Christmas Day	Dec 25, 2026
Boxing Day	Dec 26, 2026
New Year's Eve	Dec 31, 2026
New Year's Day	Jan 1, 2027